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Canadian cultural arts a thriving business

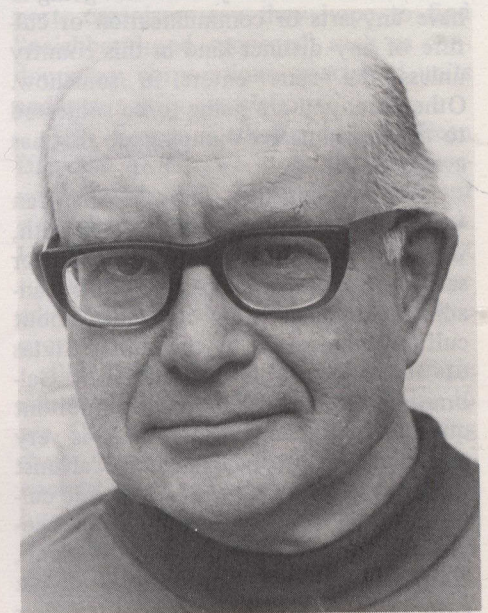
"The fact of the matter is that never before in the history of this country have the arts been as important as they are now," declared Mavor Moore, chairman of the Canada Council, in an address given at the Confederation Centre in Charlottetown, Prince Edward Island, May 25, 1979.

Mr. Mavor went on to describe the economic and political factors influencing the artistic sector in Canada. The following are excerpts from the text of his speech:

...In the field of the arts there are multiplying effects such as you find in very few other activities. In reality, there is more money being paid back to our governments in varying forms from arts activities — that is to say, in income tax, tourist dollars, etc. — than is paid out in grants. We are paying more into the government from the field of the arts than is contained in the grants that they give us. After all, the whole budget of the Canada Council right across the country is \$42 million, which is quite a large packet of money, but when you compare it with the other expenses, the national expenses of government, it is not very big at all.

Popular culture is subsidized, not just the stuff that we might describe as "arty", but we do not often see this. For instance on the CBC [Canadian Broadcasting Corporation], everybody knows the Canadian programs are sponsored, but it is precisely because the CBC is sponsored that we have so many popular programs that are able to make it. Every time you hear a rock group, every time you hear recordings that are making a lot of money and making their singers and musicians popular, remember that that is made possible by a subsidized recording industry. The same is true of publishing because the grants that go to publishing in this country go to popular novels, no less than to textbooks and more serious works.

The consequence is that we have huge arts industries in this country now. They are not just arts and they are certainly not mere charities; they are enormous industries. The former Prime Minister pointed out in the Juno Awards just a few weeks ago that, according to government statistics, arts and communications



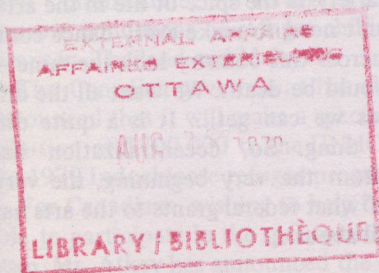
Mavor Moore

Christopher Grasskurth

in Canada — that is to say theatres, films, broadcasting, recordings, publishing, and so on — were now a bigger industry in Canada than the steel industry, than fisheries, than lumber, than forestry. Now, again that may come as something of a surprise to you, but that is the fact, we are dealing here with a big industry, a highly labour intensive industry, that is to say an industry which provides a great number of jobs. This is something once again in which the government is interested; so that helps also to explain why... in this [past] election we found so much interest focused on this important subject.

* * * *

Still another difference is that because of the size of the market here, and because of the fact that we are stretched



Twenty-two years ago today...

Defence Minister Pearkes announced the official formation of the Canada-United States Continental Air Defence Command (NORAD); the deputy commander was Canadian.

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